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CAWANGAN SARAWAK  
KAMPUS SAMARAHAN

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT300)**

**BUSINESS OPPORTUNITY**

**FRUITS SMOOTHIE**

**PREPARED BY;**

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## **Table of Contents**

1. INTRODUCTION.....	1
1.1 Definition of Opportunity.....	1
1.2 Definition of Opportunity Identification .....	1
1.3 Definition of Business Opportunity .....	1
1.4 Mechanism/Ability to Discover Business Opportunity .....	1
VISION.....	2
MISSION.....	2
2.0 Process of Identifying, Evaluating and Selecting Business Opportunity .....	3
2.1 IDENTIFYING NEED AND WANTS OF CUSTOMERS .....	4
2.2 SCANNING THE ENVIRONMENT .....	5
2.2.1 Scanning the Environment.....	5
2.2.2 Scanning of Self (Entrepreneur) .....	8
2.3 Evaluate the Community .....	11
2.4 EVALUATE/SCREENING OF BUSINESS OPPORTUNITY .....	12
3.0 SELECTION PROCESS .....	15
4.0 CONCLUSION .....	17
References .....	18
Appendices.....	19

## **Executive Summary**

The business idea that our group suggest is to start the fruits smoothie vending machine business in the Summer Mall, Samarahan . Fruits smoothie is a thick and creamy beverage made from pureed raw fruit and sometimes dairy products which consumed before or after meal or served as refreshment and can be enjoyed between the meal courses. We select this business because nowadays it is the trend where kids, teenagers, and adults are focus on chilled beverage. It also a profitable business and less employee to run the business. We also select this business because of the technology advancement where there are the vending machines that served the fruits smoothie. The shops will be located at the Summer Mall, Kota Samarahan because there are many customers will come to grab it. There will be the tables and chair provided in the fruits smoothie vending machine shop for the customers to enjoy the fruits smoothie.

# **1. INTRODUCTION**

## **1.1 Definition of Opportunity**

Opportunity is defined as a situation that enables an entrepreneur to offer marketable products or services to interested buyers or end users.

## **1.2 Definition of Opportunity Identification**

Opportunity identification is a process that involved the search for and discovery of the business opportunity.

## **1.3 Definition of Business Opportunity**

A business opportunity may be defined as an attractive or proposition that provides the possibility of a return for the investor on the person taking the risk. Such opportunities are represented by customer requirements and lead to the provision of a product or service which creates or adds value for its buyer or end-user.

## **1.4 Mechanism/Ability to Discover Business Opportunity**

The mechanisms or abilities to discover business opportunity are customers, retailers and distributors, business associates, bankers, consultants, employees and others.

## 2.0 Process of Identifying, Evaluating and Selecting Business Opportunity

### Process of Identifying, Evaluating and Selecting Business Opportunity



The first step is identifying the needs and wants of customers. The second step is scanning the environment and evaluating of self the community. The third step is screening of business opportunities. The last step is selecting a business opportunity and preparing a business plan.